

Call Waiting, Caller ID, and 40 other advantages we currently have over AT&T. (We'll page you if we think of any more.)

How many reasons do you need to keep your communication service with Ameritech? Here's an abbreviated list. But hold the phone. We'll think of more.

1. Easy-to-use services like Call Waiting. So you never miss a call when you're on a call.

2. Caller ID. Tells you who's calling before you answer.

3. Multi-Ring Service. Allowing one line to receive calls on up to three different numbers.

4. VoiceSelect®. So Ameritech Cellular phone customers can dial numbers by voice, and keep their eyes on the road.

5. All backed by a company that maintains a 99% reliability rate. That's an independent measure of the reliability of our network. You get a dial tone 99.9% of the time you pick up the phone to make a call.

6. A company with 60,000 employees in the Midwest.

7. Ninety-three percent of all Ameritech employees are shareholders, so they are also owners who take a keen interest in keeping all of their customers happy.

8. 4,900 of them are highly efficient operators who use the best database available nationwide and handle... 9. ...2.6 million customer calls every day... 10. ...including operators who do so in English... 11. ...and Spanish, as well as Polish.

12. 7,300 of our employees are technicians... 13. ...who make 3.9 million visits each year to provide service and make local installations.

14. And they drive the 19,000 service vehicles we have in the five-state area.

15. We maintain 600 permanent service facilities in the region.

16. We invest \$2 billion yearly. To maintain and upgrade the network in your area.

17. They've put in enough copper phone lines in our five-state region to stretch to the sun and back. (That's 186 million miles. Think we can make it out to your new house? Probably.)

18. We've also put in just over a million miles of fiber optic cable right here in the Midwest.

19. We're your next-door neighbor, not some big faraway company from New Jersey.

20. A company that has connected virtually every call you have ever made to or from the states of Illinois, Ohio, Indiana, Michigan, and Wisconsin.

21. We provide connectivity and software solutions for more than 3,500 libraries around the world, including the New York Public Library and the Library of Congress.

22. We maintain a Human Factors Department that uses what we call Test Towns; places where we test every new Ameritech product and service to make sure it's simple and easy to use, before we put it on the market.

23. Ameritech Calling Card. So you can place local and long distance calls and have the charges included on your monthly phone bill.

24-25. Pay-per-use features that are built into your service free of charge and are there when you need them. Like Auto Callback for dialing the call you just missed. And Repeat Dialing that

keeps dialing a busy number and then rings your phone when the call goes through.

26. We provide "slamming" protection. We can help prevent over-eager long distance providers from switching your long distance service without your approval. No kidding, this really happens.

27. We have over 1,000 employees serving small Midwestern business customers exclusively.

28. 1-800-TEAMDATA. For one-stop business communication shopping, including voice, data, and video managed services bundled with Ameritech cellular service.

29. Our 1,500-page World Wide Web site. An easy-to-navigate site where you can learn all about Ameritech products and services over the Internet.

30. Distance learning networks serving nearly 400 local schools, colleges, and universities. With distance learning, students and teachers who are miles apart can interact with each other just like they were in the same room. All they need are computers, modems, and Ameritech's ability to link them together through a network.

31. Free cellular phones, pagers, and airtime for eligible neighborhood watch groups. Through our Cellular Patrol® program, we help people take control of their neighborhoods.

32. The Ameritech Complete Card. A no-annual-fee VISA® or MasterCard® offering a cash return on purchases and calls. It's also an easy-to-use calling card.

33. SecurityLin® from Ameritech, our electronic security monitoring company that automatically calls the police or fire department in case of a break-in or fire, and gives you the ability to monitor or control 15 home functions like heating and lighting.

34. Free listing in the phone book... 35. ...and the option to add e-mail addresses and World Wide Web URLs.

36. The most experienced ISDN provider in the country. ISDN gives incredible speed and capability in voice/data/video communication.

37-38. Ameritech cellular service for local and long distance calling. (When you're ready to cut the cord and go mobile, Ameritech makes it as easy as calling 1-800-MOBILE1.)

39. Telephones. Yes, Ameritech actually sells phones, some with built-in screens for Caller ID. And you can even order them over the phone (1-800-650-LINK) and have it charged to your phone bill.

40. americast® Cable Television service, which will soon be available featuring a remarkable programming device that gives you some control over the shows available to your kids.

41. New services we're developing, like Beeper Call that automatically forwards calls to your pager.

42. Oh, and paging, too. Ameritech's paging service has 800,000 customers. So as you can see, there are lots of reasons to stick with Ameritech. Enough to fill a phone book. (Another service we handle, by the way.)

Stick with the one that works.

Ameritech

YOUR LINK TO BETTER COMMUNICATION®

